



Name: Haoran Chen
Title: Lecturer
Office: O725
Tel.: (853) 6865 5108
Email: hrchen@must.edu.mo



Academic Qualifications

- Doctor of Philosophy in Tourism Management, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology
- Master of International Tourism Management, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology
- Bachelor of Management, School of Tourism, Huangshan University

Teaching Areas

- Outdoor Recreational Practices
- Planning and Design of Leisure Events
- Human Resource Management
- Risk Management
- Internship and Report

Areas of Research Expertise

- Information Technology Applications in Hospitality and Tourism
- Smart Tourism
- Social Media Marketing
- Festival Management
- Sustainable Tourism Development

Working Experience

2025 - Present: Lecturer/ School of Liberal Arts/ Macau University of Science and Technology

Publications

Journal Articles

1. **Chen, H.**, Pai, C. K., Xu, Y., & Lee, T. (2026). Customer perceptions of co-creation and service innovation in smart hotels: the role of technology readiness. *Journal of Hospitality and Tourism Technology*, 1-21. <https://doi.org/10.1108/JHTT-02-2025-0149> (SSCI, Q1)
2. **Chen, H.**, Ce, G., Sun, L., & Pai, C. K.* (2026). Gamification and re-attendance at festivals: a sequential mediation model with flow state and memorable festival experience. *International Journal of Event and Festival Management*, 17(1), 1-19. <https://doi.org/10.1108/IJEFM-11-2024-0149> (ESCI, Q2)
3. Guo, C., Long, Z., **Chen, H.**, & Pai, C. K.* (2025). From tourists to tourism



- braggers: Unveiling the motivations and impacts of tourists' bragging on destination advocacy. *Tourism and Hospitality Research*, 14673584251390479. <https://doi.org/10.1177/14673584251390479> (ESCI, Q2)
4. Pai, C. K., Sun, L., **Chen, H.***, Lee, T. J., & Hyun, S. S. (2025). The relationships between disabled tourists' well-being and their travel intentions. *International Journal of Tourism Research*, 27(3), e70045. <https://doi.org/10.1002/jtr.70045> (SSCI, Q1)
 5. **Chen, H.**, Lai, I. K. W., & Pai, C. K.* (2025). The value of short tour guide-led travel videos in stimulating tourists' intention through travel inspiration: A mixed-methods study. *Asia Pacific Journal of Tourism Research*, 1-16. <https://doi.org/10.1080/10941665.2025.2486035> (SSCI, Q1)
 6. Pai, C. K., Zhang, J., & **Chen, H.*** (2025). The effects of tourists' experiences of sports events on their social media content generation: mediating roles of flow and attachment. *Journal of China Tourism Research*, 1-28. <https://doi.org/10.1080/19388160.2024.2448627> (ESCI, Q2)
 7. Pai, C. K., Liang, J., **Chen, H.**, & Zhang, J.* (2025). Exploring the impact of destination coolness on self-identity and destination advocacy among Generation Z tourists: a self-identity theory perspective. *Asia Pacific Journal of Tourism Research*, 30(4), 421-436. <https://doi.org/10.1080/10941665.2024.2437625> (SSCI, Q1)
 8. Pai, C. K., **Chen, H.**, Lai, I. K. W., & Li, T.* (2025). Assessing the quality of smart tourism technology: development and validation of a measurement scale. *Journal of Hospitality and Tourism Technology*, 16(4), 645-664. <https://doi.org/10.1108/JHTT-01-2024-0013> (SSCI, Q1)
 9. Pai, C. K., Guo, C., & **Chen, H.*** (2025). Exploring the factors influencing tourists' outbound travel intentions in the post-COVID-19 era. *Journal of China Tourism Research*, 21(1), 133-155. <https://doi.org/10.1080/19388160.2024.2314222> (ESCI, Q2)
 10. Lu, L.*, Zhao, J., & **Chen, H.** (2024). Investigating OTA employees' double-edged perceptions of ChatGPT: The moderating role of organizational support. *International Journal of Hospitality Management*, 120, 103753. <https://doi.org/10.1016/j.ijhm.2024.103753> (SSCI, Q1)
 11. **Chen, H.**, Chen, T., Yang, C. Y.*, Pai, C. K., & Gao, Y. (2024). Exploring the inhibitors and triggers of social media users' motivation for food photo sharing. *Cogent Social Sciences*, 10(1), 2321666. <https://doi.org/10.1080/23311886.2024.2321666> (ESCI, Q2)
 12. Pai, C. K., **Chen, H.***, & Wang, Y. (2024). The moderating effect of safety image on guests' perceived risk and revisit intentions in luxury hotels. *International Journal of Tourism Research*, 26(1), e2614. <https://doi.org/10.1002/jtr.2614> (SSCI, Q1)
 13. **Chen, H.**, Zhao, J., Lu, L., & Pai, C. K.* (2024). A comparative study between the



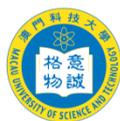
- US and China to explore users' intention to continue using mobile payments based on valence theory. *Current Psychology*, 43(17), 15843-15858. <https://doi.org/10.1007/s12144-023-05499-9> (SSCI, Q1)
14. Pai, C. K., **Chen, H.**, Lee, T. J., Hyun, S. S.*, Liu, Y., & Zheng, Y. (2024). The impacts of under-tourism and place attachment on residents' life satisfaction. *Journal of Vacation Marketing*, 30(4), 694-712. <https://doi.org/10.1177/13567667231164807> (SSCI, Q1, **ESI Top 1% highly cited paper & Top 0.1% hot paper**)

Conference Proceedings

1. **Chen, H.***, Zhang, R., & Pai, C. K. (2025). Assessing Memorable Tourism Experiences: From the Technology-Enabled Perspective. *Asia Pacific Tourism Association (APTA) 2025 Annual Conference*, 7-9 July 2025, Busan, South Korea.
2. Zhang, R., **Chen, H.***, Huang, Z., & Pai, C. K. (2025). Accessing Tourist's Smart Tourism Experience: A Scale Development and Validation. *Asia Pacific Tourism Association (APTA) 2025 Annual Conference*, 7-9 July 2025, Busan, South Korea.
3. Lin, Y., **Chen, H.***, Yang, Y., & Pai, C. K. (2025). How to Improve Customers' Brand Loyalty? The Role of Luxury Branded Hotel Identity. *Asia Pacific Tourism Association (APTA) 2025 Annual Conference*, 7-9 July 2025, Busan, South Korea.
4. Guo, C., **Chen, H.***, Liang, J., & Pai, C. K. (2025). The Influence of Destination Attractiveness and Internet-Famous Landmark Attractiveness on Emotions and Check-In Travel Intention: The Moderating Role of The Big Five Personalities. *Asia Pacific Tourism Association (APTA) 2025 Annual Conference*, 7-9 July 2025, Busan, South Korea.
5. Wang, W., **Chen, H.***, & Pai, C. K. (2025). Explore The Effect of Folklore Festival Personality on Tourists' Place Attachment Based on Identity Theory. *Asia Pacific Tourism Association (APTA) 2025 Annual Conference*, 7-9 July 2025, Busan, South Korea.
6. Pai, C. K., **Chen, H.***, & Sun, L. (2025). Assessing Tour Guide-Generated Short Travel Video Values: A Measurement Scale Development. *Asia Pacific Tourism Association (APTA) 2025 Annual Conference*, 7-9 July 2025, Busan, South Korea.
7. Luo, Z., Li, L., & **Chen, H.*** (2025). The Uniqueness of Consumer Behavior in Girlfriends' Tourism: Investigating the Impact of "Appearance Economy" on Travel Destination Choice. The 2nd International Early-Career Researcher Conference in Hospitality and Tourism, 9-11 May 2025, Macau, China.
8. Li, L., Luo, Z., & **Chen, H.*** (2025). The Impact of AI Technology on Exhibition Scenarios: Opportunities and Challenges of New Technology Applications. The 2nd International Early-Career Researcher Conference in Hospitality and Tourism, 9-11 May 2025, Macau, China.
9. Guo, C., **Chen, H.**, Sun, L., & Pai, C. K.* (2025). The Impact of Internet-Famous Landmarks on Local Communities: Negative Impacts and Tourism Development Support. The 2nd International Early-Career Researcher Conference in Hospitality



- and Tourism, 9-11 May 2025, Macau, China.
10. Wang, W., **Chen, H.**, Huang, Z., & Pai, C. K.* (2025). The Effect of Cute Food Traits on Customer loyalty and Satisfaction: An Emotional Solidarity Perspective. The 2nd International Early-Career Researcher Conference in Hospitality and Tourism, 9-11 May 2025, Macau, China.
 11. Lin, Y., **Chen, H.**, Wang, W., & Pai, C. K.* (2025). Exploring the Intrinsic Influence Mechanism of Memorable Brand Experience on Customer Loyalty: A Case of Luxury Branded Hotel. The 2nd International Early-Career Researcher Conference in Hospitality and Tourism, 9-11 May 2025, Macau, China.
 12. **Chen, H.**, Guo, C., & Pai, C. K.* (2024). Does Gamification Make Festivals Memorable? The Mediating Role of Flow. *The first International Symposium on Gastronomy and Sustainable Tourism (ISGST 2024)*, 23-25 August 2024, Suan Dusit University, Thailand.
 13. Pai, C. K., Wang, W., & **Chen, H.*** (2024). The Effect of Folklore Festival Personality on Tourists' Perception of Festival Identity and Place Attachment: A Study from the Perspective of Emotional Solidarity. *The 22nd APacCHRIE Conference*, 24-26 May 2024, Seoul, Korea.
 14. **Chen, H.**, Pai, C. K.*, & Guo, C. (2024). The Effects of Short Video Features on Postmodern Tourists' Travel Planning Behavior: The Mediating Role of Travel Inspiration. *The 22nd APacCHRIE Conference*, 24-26 May 2024, Seoul, Korea.
 15. Guo, C., **Chen, H.**, & Pai, C. K.* (2024). The Effects of Chinese Tourists' Sense of Safety on Storytelling in Outbound Tourism. *The 22nd APacCHRIE Conference*, 24-26 May 2024, Seoul, Korea.
 16. Liang, J., **Chen, H.**, & Pai, C. K.* (2024). Exploring the influence of tourists' perceived destination restorative qualities on revisit intention in marine wellness tourism. *The 1st International Early-Career Researcher Conference in Hospitality and Tourism*, 10-12 May 2024, Macau, China.
 17. Guo, C., **Chen, H.**, & Pai, C. K.* (2024). How to Build Destination Brand Love through Short-form Videos? The Moderating Role of Self-consistency. *The 1st International Early-Career Researcher Conference in Hospitality and Tourism*, 10-12 May 2024, Macau, China.
 18. Luo, Z., Li, L., & **Chen, H.*** (2024). From Luxury Brands to Luxury Branded Hotels: Identifying the Components of Luxury Branded Hotel Personality. *The 1st International Early-Career Researcher Conference in Hospitality and Tourism*, 10-12 May 2024, Macau, China.
 19. Li, L., Luo, Z., & **Chen, H.*** (2024). The Effect of Trendy Tourism on Gen Z Tourists' Impulsive Travel Intention: The Moderating Role of Fear of Missing Out. *The 1st International Early-Career Researcher Conference in Hospitality and Tourism*, 10-12 May 2024, Macau, China.
 20. **Chen, H.***, Zhao, J., Pai, C. K., & Chen, T. (2024). Are Tourism Employees Willing to Collaborate with ChatGPT? An Empirical Study Based on the Expanding



- Information Systems Success Model. *The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. 4-6 January 2024, Miami, Florida.
21. Zhao, J, Chen, T, Pai, C. K., & **Chen, H.*** (2024). Perceived Benefits, Risks and Continuous Intention of Using Mobile Payment among Chinese Tourists. *The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. 4-6 January 2024, Miami, Florida.
 22. Guo, C., **Chen, H.***, & Pai, C. K. (2023). The Influence of Solo Traveler's Satisfaction on Subjective Well-being: based on the PERMA Framework. *The 3rd GLOSITH Conference*. 10-12 November 2023, Macau, China.
 23. Liao, Y., & **Chen, H.*** (2023). Exploring the Marketing Potential of ChatGPT 4.0 for Travel Itinerary Planning: An Empirical Study on Perceived Value. *The 19th ABEAI Conference*, 16-19 November 2023, Honolulu, Hawaii.
 24. Pai, C. K., Zhang, J., Lee, T. J.*, & **Chen, H.** (2023). Research on the Influence of Content Characteristics of TikTok Food Short Videos on Tourists' Destination Choice. *The 3rd ICoHOTH Conference*, 8-10 September 2023, Bangkok, Thailand.
 25. Guo, C., Chen, K, T., **Chen, H.***, & Pai, C. K. (2023). The Impact of Food Values Featured in the Video Film on Destination's Perceived Food Image and Food Tourism Intention: The Mediating Role of Sense of Envy and Food Mental Involvement. *The 3rd ICoHOTH Conference*, 8-10 September 2023, Bangkok, Thailand. **(Best Paper Award)**
 26. Pai, C. K., **Chen, H.***, Chen, K, T., & Kang, S. (2023). The Effect of Sport Events Visitors' Experiential Value on The Flow, Attachment, and Behavior Intention. *Asia Pacific Tourism Association (APTA) 2023 Annual Conference*, 5-7 July 2023, Chiang Mai, Thailand.
 27. **Chen, H.**, Pai, C. K., Lee, T. J.*, & Chen, T. (2023). Exploring the Factors of Travelers' Outbound Travel Intentions in the Post Covid-19 Pandemic Era. *Asia Pacific Tourism Association (APTA) 2023 Annual Conference*, 5-7 July 2023, Chiang Mai, Thailand.
 28. Chen, T., Pai, C. K., Lee, T. J.*, & **Chen, H.** (2023). Exploring Factors Affecting Travel Intentions in the Post-COVID-19. *Asia Pacific Tourism Association (APTA) 2023 Annual Conference*, 5-7 July 2023, Chiang Mai, Thailand.
 29. Pai, C. K., **Chen, H.**, Kang, S*, & Lee, T. J. (2023). Exploring well-being of travelers with disabilities: A Framework Based on PERMA. *2023 Tourism Hospitality Event Conference for Researchers Educators Practitioners Students (THEREPS) (Apr. 14–15)*. Las Vegas, NV.
 30. **Chen, H.**, Pai, C. K., Kang, S.*, & Lee, J. (2022). Exploring the Impact of Anticipated Customer Experience Quality (CEXQ) on the Intention to Visit Smart Hotel Based on the Attributes of Smart Hotel: The Moderating Effect of Situational Factors. *The 92nd TOSOK Busan International Tourism Conference (TOSOK 2022)*, 13-15 July 2022, BEXCO Convention Hall 1F-3F, Busan, Republic of Korea.



31. Lee, T., Pai, C. K., **Chen, H.**, & Kang, S.* (2022). An Examination of Festival Quality on Festival Experience and Destination Recommendation. *The 91th TOSOK International Tourism Conference (TOSOK 2022)*, 15-16 February 2022, Alpensia Convention Center, Phyeongchang, Gangwon-do, Republic of Korea.

Research Grants

Co-Investigator, 2025.09 - 2025.12. *Theoretical and Practical Aspects of Guangdong–Hong Kong–Macao Greater Bay Area Coordinated Development for the 15th National Games and the Paralympic Games* “Mega Event Coordination Strategies Driving New Momentum for Cultural and Tourism Cooperation in the Guangdong–Hong Kong–Macao Greater Bay Area — Based on Visitors’ Spectating Experiences and Brand Effects of the 15th National Games and the Paralympic Games” (2025 GBA-104) — **Excellent Project Award**

Ad Hoc Reviewer

- Tourism Review
- Current Issues in Tourism
- Asia Pacific Journal of Tourism Research
- Journal of Hospitality and Tourism Technology
- International Journal of Tourism Research
- Journal of Quality Assurance in Hospitality & Tourism
- PloS one
- International Journal of Hospitality & Tourism Administration
- Frontiers in Sports and Active Living

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